

That which is claimed:

*Selby
a/*

1. A method for providing a tailored media content comprising:
analyzing a subscriber attribute in a subscriber database, wherein said subscriber database comprises a media-content-access history of said subscriber;
developing a media-content offering complementary to said subscriber attribute;
delivering said media-content offering to said subscriber.

2. The method of claim 1, wherein said attribute comprises a purchase history of said subscriber.

3. The method of claim 1, wherein said attribute comprises a demographic measure.

4. The method of claim 1, wherein said media-content-access history comprises a subscriber content-choice database.

5. The method of claim 1, wherein said step of developing said media-content offering comprises analyzing an existing media-content offering.

6. The method of claim 1, wherein said step said media-content offering comprises a television program.

7. The method of claim 1, wherein said step said media-content offering comprises a television-programming package.

8. The method of claim 1, wherein said step of developing said media-content offering comprises setting a price for said media-content offering.

9. The method of claim 1, further comprising developing a direct marketing campaign complementary to said media-content offering.

10. The method of claim 1, further comprising developing an incentive plan complementary to said media-content offering.

11. The method of claim 1, further comprising creating a marketing bundle, wherein said marketing bundle comprises said media-content offering and a product.

12. A computer-readable medium on which is encoded computer program code for providing a tailored media-content offering comprising:
computer program code for analyzing a subscriber attribute in a subscriber database, wherein said subscriber database comprises a media-content-access history of said subscriber;
computer program code for developing a media-content offering complementary to said subscriber attribute;
computer program code for delivering said media-content offering to said subscriber.

13. The computer-readable medium of claim 12, further comprising program code for developing a direct marketing campaign complementary to said media-content offering.

14. The computer-readable medium of claim 12, further comprising program code for developing an incentive plan complementary to said media-content offering.

15. The computer-readable medium of claim 12, further comprising program code for creating a marketing bundle, wherein said marketing bundle comprises said media-content offering and a product.

16. A system for providing a tailored media-content offering comprising:
a subscriber database, wherein said subscriber database comprises:
an attribute of a subscriber, and
a media-content-access history of said subscriber;
a data analyzer electronically connected to said subscriber database;
a media-content offering distribution server.

17. The system of claim 16, wherein said attribute comprises a purchase history of said subscriber.

18. The system of claim 16, wherein said attribute comprises a demographic measure.

PATENT

Express Mail Label No. EL 894 958 400 US
Attorney Docket No. 36968-265389 (BS01378)

Alt Cont

19. The system of claim 16, wherein said media-content-access history comprises a subscriber content-choice database.

20. The system of claim 16, wherein said step said media-content offering comprises a television-programming package.

PRINTED IN U.S.A. 04/09/2010